



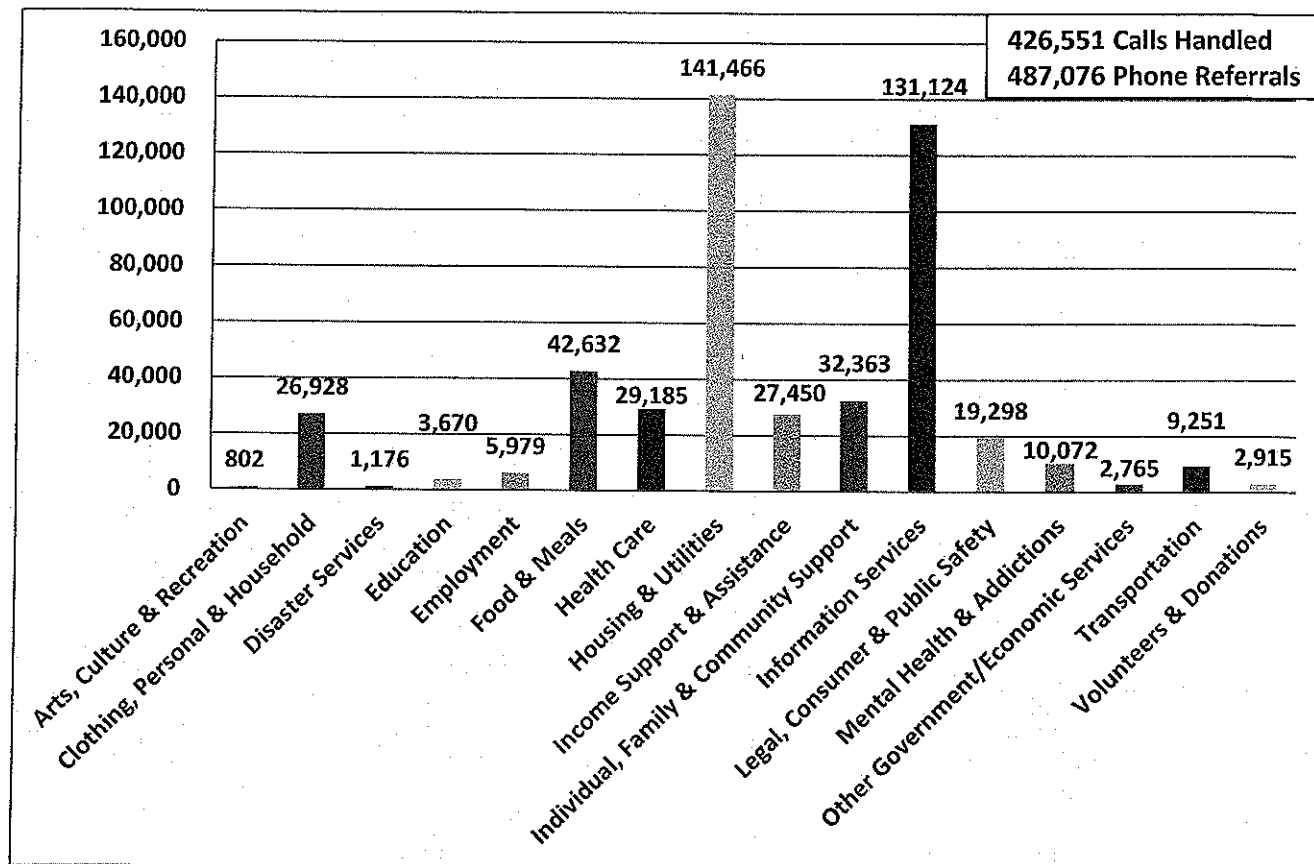
M 2-1-1 Overview

2-1-1 provides easy access to information about community services. With data on providers, callers, community needs and unmet needs, 2-1-1 is a social barometer with real-time information to inform planning and policy development to ensure limited public and private resources are deployed efficiently and effectively. Michigan 2-1-1 is part of a national initiative that is available to **91% of the U.S.** population in all 50 states, D.C. and Puerto Rico, making **over 18.3 million referrals in 2012**.

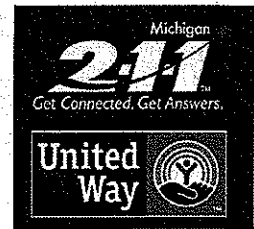
Michigan 2-1-1 Quick Facts

- Eight regional 2-1-1 Call Centers manage Michigan's most up-to-date, comprehensive health and human service database listing of **8,550 agencies offering almost 75,000 services**.
- Migrating to a shared call management routing platform connecting the eight centers on a single system to route, monitor and track call patterns. Working to connect call data with referral data for more granular analysis of usage patterns and caller needs.
- Provided over **487,000** phone-based referrals in 2012. Adding web-based searches, email, chat and text, the Michigan 2-1-1 system handled over **580,000 contacts** in 2012.
- Over 98% of Michigan's population has 2-1-1 access and online searchable resource databases are available statewide. Funding is secured to extend access to **100% of Michigan residents in 2013**.
- The Net Present Value of 2-1-1 is in excess of \$800 million over ten years.

Michigan 2-1-1 Caller Needs – 2012



For more information about Michigan 2-1-1 or to arrange a call center visit contact Tom Page, Michigan 2-1-1 Executive Director at 517-664-9811 or tpage@uwmich.org.



SB 330 Comments from Michigan 2-1-1 and Michigan Association of United Ways

Michigan Association of United Ways and Michigan 2-1-1 support inclusion of language in SB 330 specifying that reimbursement for work performed by 2-1-1 programs to support and coordinate disaster response is a permitted use of the disaster and emergency contingency fund. 2-1-1 is the number designated by the Federal Communications Commission to provide quick and easy access to health and human services information and to support community response and recovery in times of disaster.

Local Michigan 2-1-1 providers have played an active role in disaster response, most recently with the spring floods in Grand Rapids, the Upper Peninsula, NW Michigan and NE Michigan, taking hundreds of calls from residents around the state looking for evacuation information, help finding shelter, and clean-up assistance for their homes. While 2-1-1 can readily handle these small-scale localized episodes, a large event could strain the capacity and resources of the state 2-1-1 system to fully support and assist with disaster response and recovery. For example, following Superstorm Sandy the New Jersey 2-1-1 system received nearly as many calls in a month as they typically receive in a year. Fortunately New Jersey has integrated 2-1-1 into their emergency management planning, so funding was available to ensure 2-1-1 could fulfill its role with other responders.

Making 2-1-1 an allowable use of the Disaster and Emergency Contingency Fund will help pull down additional federal dollars as the state could be eligible for reimbursement from FEMA for any authorized payments to 2-1-1 in support of the state's response during a federally declared disaster, helping ensure Michigan 2-1-1 will be able to increase its response capacity in an emergency and make certain every resident has easy access to accurate information about how to stay safe and get on the road to recovery when disaster strikes.